

Message Text

UNCLASSIFIED

PAGE 01 WELLIN 03324 040243Z
ACTION EB-08

INFO OCT-01 EA-09 ISO-00 COME-00 L-03 /021 W
-----073789 041232Z /47

R 040235Z AUG 77
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 3764

UNCLAS WELLINGTON 03324

E.O.11652:N/A
TAGS:BEXP,NZ
SUBJECT:USE OF THE TERM "BOURBON" ON LABEL OF A NEW
ZEALAND WHISKEY

REF:STATE TRANSMITTAL SLIP OF JULY 8 FROM STEVEN R.
PRUETT, EB/IFD/BP

1. EMBASSY HAS SPOKEN TO DEPUTY SECRETARY DATSON, GNZ
DEPARTMENT OF TRADE AND INDUSTRY, RESPONSIBLE FOR ADMIN-
ISTRATION OF NEW ZEALAND MERCHANDIZE MARKS ACT 1954, AS
AMENDED, WHO SAID THAT WILSON DISTILLERS LIMITED HAD
BEEN REQUIRED SOME TIME AGO TO WITHDRAW CERTAIN AD-
VERTISING REGARDED AS MISLEADING. IN HIS OPINION,
CURRENT LABELLING "FOR SERVING STRAIGHT AND BOURBON
STYLE" IS NOT MISLEADING AS IT REFERS TO MANNER OF
SERVING I.E. WITH VARIOUS MIXERS, AND NOT TO TYPE.

2. REFERENCE MAY 4 LETTER FROM DISCUS TO SECSTATE,
PAGE 2, PARA 2, WHOLESALE LIQUOR STORES APPROACHED
SAY THAT NEITHER WILSONS NOR OTHER DISTILLERS HAVE
ANY SAY IN PROMINENCE GIVEN TO PRODUCTS ON DISPLAY.

3. EMBASSY HAS GAINED THE IMPRESSION THAT GNZ
FEELS WILSONS NOW LIVING UP TO THEIR OBLIGATIONS AND
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THEREFORE GNZ UNLIKELY TO TAKE FURTHER ACTION WHILE
THIS CONTINUES. DISCUS NEW ZEALAND LAWYERS CAN NO
DOUBT ADVISE ON BRINGING CIVIL ACTION IN NEW ZEALAND
COURTS. SELDEN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977WELLIN03324
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770279-0727
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770895/aaaadcul.tel
Line Count: 59
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ca0b7061-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 8
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1704700
Secure: OPEN
Status: NATIVE
Subject: USE OF THE TERM "BOURBON" ON LABEL OF A NEW ZEALAND WHISKEY
TAGS: BEXP, NZ
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/ca0b7061-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009